COPY

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TOBACCO COMPANY

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PROMOTIONAL COORDINATOR
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JULY, 98

DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED)

TO:	RJR ACCOUNT #: #468800	CC:	162201
	MR. R. HONAHAN NORTH COUNTRY CANDY & TOBACCO	CC:	
FAX #:	(518) 483-0162		

PARTNERS PROMOTION REPORTING: DOR_SEPT_JACKPOT (MINIMUM 16 CHARACTERS)

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUS (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	1	1 (ONE CTN)	30
25469	6M		DORAL MEN LT 100	1	1 (ONE CTN)	
25468	6M		DORAL 100	1	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	1	1 (ONE CTN)	

PRODUCT PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
$1,351.40	EFT $ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
26	NO. OF DISPLAYS ON CUSTOMER LIST
$56.00	PACKING PAYMENT ($14.00 X 4 (6M) PROMOTED CASES)

DISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
4	NUMBER OF EXTRA DISPLAYS

PROMOTION DESCRIPTION:
SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.
(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).
SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.
CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

DISPLAY LOAD:
PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

PARTNERS PROGRAM REQUIREMENTS:

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/mzyy0000

WHOLESALER : 466800 NORTH COUNTRY CANDY <DIRECT>
TEMPLATE : 801271 80900 DOR SEPT JACKPOT
TEMPLATE SEQ : 0919
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162201	162239	172586	EDDY'S MARKET	301 CHAMPLAIN ST	OGDENSBURG	NY	13669	4				(315)393-2780
162201	162239	763029	HEUVELTON DELI	ROUTE 812	HEUVELTON	NY	13654	2				(315)344-7039
162201	162239	347244	M & M MARKET	23 HAILESBORO ST	GOUVERNEUR	NY	13642	4				(315)287-2978
162201	162323	178139	FREE BEES 4M TOWN S	240 E MAIN ST	MALONE	NY	12953	1				(518)483-5030
162201	162239	171471	CALENDER'S MARKET	526 FACTORY ST	WATERTOWN	NY	13601	2				(315)782-9754
162201	162323	530068	SEVEN TO ELEVEN M M	3358 ROUTE #3	SARANAC	NY	12981	1				(518)293-1140
162201	162239	748793	GOLD STAR DELI	343 ARSENAL ST	WATERTOWN	NY	13601	5				(315)782-6151
162201	162239	423718	COLTON MINI MART	CORNER ROUTE 56 &	COLTON	NY	13625	1	NYS			(315)262-1100
162201	162239	171473	SHAMPINE'S TOBACCO/	322 STATE ST	CARTHAGE	NY	13619	6	NYS		CIG	(315)493-4512

PAGE BREAK TOTAL ACCOUNTS 9 TOTAL QUANTITY 26

TEMPLATE TOTAL ACCOUNTS 9 TOTAL QUANTITY 26

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Source: https://www.industrydocuments.ucsf.edu/docs/mzyy0000

We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

Doral's Price Check Jackpot!

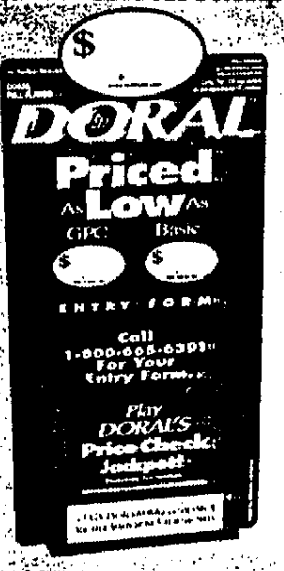
Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

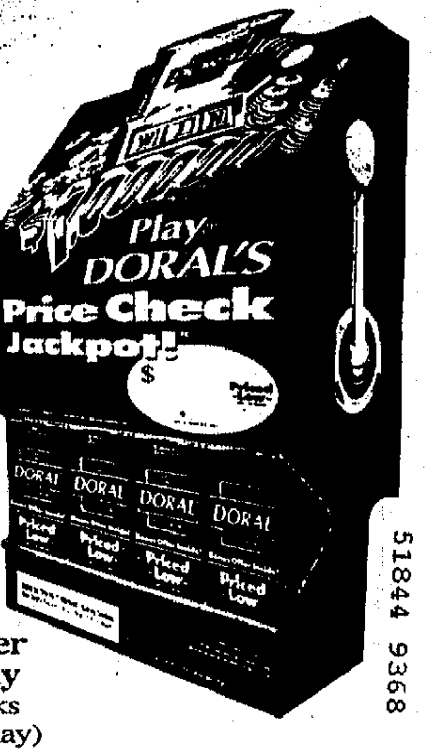
Doral will support this promotion with direct mail advertising.

In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card w/Entry Forms

Wobbler



Counter Display
(40 packs per display)

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Additional Support Pieces:*

Pack Outlet	Cigarette/Tobacco Store Outlet
Small Paster	Large Paster
	Banner
	Standee

*Adhesive numbers and a pricing pen will be included for you to price the materials.

Source: https://www.industrydocuments.ucsf.edu/docs/mzyy0000